

## Message Text

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ACTION COME-00

INFO OCT-01 EUR-12 EA-10 ISO-00 EB-07 USIA-15 INR-07 /052 W

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R 291724Z APR 75

FM AMEMBASSY PARIS

TO SECSTATE WASHDC 8922

INFO AMEMBASSY BONN

AMEMBASSY OTTAWA

AMEMBASSY ROME

AMEMBASSY BRUSSELS

AMEMBASSY LONDON

AMEMBASSY STOCKHOLM

AMEMBASSY TOKYO

AMEMBASSY VIENNA

AMEMBASSY MOSCOW

AMEMBASSY WARSAW

AMEMBASSY PRAGUE

AMEMBASSY BUDAPEST

AMEMBASSY BUCHAREST

AMEMBASSY SOFIA

UNCLAS PARIS 10890

DEPARTMENT PASS COMMERCE

E.O. 11652: N/A

TAGS: BEXP FR

SUBJ: RESEARCH PROJECT ON EAST-WEST TRADE PROMOTION.

REF: STATE 065236

1. EXPORT PROMOTION BUDGET FIGURES WERE UNOBTAINABLE.

2. HOST COUNTRY HAS SCHEDULED TWO SOLO EXHIBITIONS IN  
CY '75: MOSCOW--EXPOSITION OF PETROLEUM, GAS, AND  
PETROCHEMICAL EQUIPMENT; WARSAW--FRENCH TECHNICAL WEEK.

FRENCH PARTICIPATION WILL ALSO RECEIVE OFFICIAL SUPPORT  
FOR SIX INTERNATIONAL FAIRS: POZNAN, LEIPZIG,  
BUDAPEST, BRNO, MOSCOW, AND LENINGRAD. THE CENTRE

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FRANCAIS DU COMMERCE EXTERIEUR (CFCE) ASSUMES RESPONSI-

BILITY FOR SPACE RENTAL, BOOTH CONSTRUCTION, AND ALL OTHER DETAILS RELATED TO THE ACTUAL STAGING OF FRENCH PARTICIPATION IN THE ABOVE EXHIBITIONS. EXHIBITORS ARE CHARGED FOR THESE FACILITIES ON BASIS OF SPACE OCCUPIED; THESE CHARGES INCORPORATE GOF SUBSIDY, RANGING FROM 30 TO 75 PERCENT OF COSTS INVOLVED. COFACE, THE OFFICIAL EXPORT CREDIT INSURANCE AGENCY, OFFERS TRADE FAIR INSURANCE TO COVER PART OF THE EXPENSES INVOLVED IN A FIRM'S PARTICIPATION IN AN EXHIBITION SPONSORED BY GOF. FRENCH EXPORT PROMOTION OFFICIALS SEE SUCH PARTICIPATION AS THE BEST WAY TO PROMOTE SALES TO THE LIMITED UNIVERSE OF EASTERN EUROPEAN BUYERS.

3. THE DIRECTION DES RELATIONS ECONOMIQUES EXTERIEURES (DREE) MAINTAINS 1 COMMERCIAL COUNSELLOR AND 2 COMMERCIAL ATTACHES IN EACH OF THE MENTIONED COUNTRIES, EXCEPTING THE PRC (1 COUNSELOR, 3 ATTACHES) AND THE USSR (1 COUNSELLOR, 6 ATTACHES). THE FRENCH MAINTAIN NO PERMANENT TRADE CENTERS IN THESE OR ANY OTHER NATIONS.

4. FRENCH TRADE WITH COMECON MEMBERS HAS BEEN ENCOURAGED THROUGH THE SIGNING OF GOVERNMENTAL ACCORDS WITH THE USSR, POLAND, BULGARIA, HUNGARY, AND THE GDR (FOR 10-YEAR PERIODS), AND WITH CZECHOSLOVAKIA AND ROUMANIA (5 YEARS). THESE ACCORDS DEFINE THE AREAS IN WHICH BUSINESS CAN BEST BE CONDUCTED, AND PROVIDE FOR THE YEARLY MEETINGS OF MIXED COMMISSIONS WHICH REVIEW THYSFERATIONS OF THE ACCORDS. METHODS OF FURTHER COOPERATION ARE PROPOSED BY VARIOUS SECTORAL SUB-COMMITTEES WHICH ARE COMPRISED, ON THE FRENCH SIDE, OF BUSINESSMEN AND TECHNICAL EXPERTS FROM THE PRIVATE SECTOR. THE CFCE PROVIDES SUPPORT BY FURNISHING INTERPRETERS AND BY PAYING ONE-HALF OF THE RELATED TRAVEL COSTS OF FRENCH REPRESENTATIVES ATTENDING GATHERINGS OUTSIDE FRANCE. IN ADDITION, INTER-GOVERNMENTAL FINANCIAL ACCORDS ARE CURRENTLY IN EFFECT WITH RESPECT TO POLAND AND THE USSR, AND PROVIDE LONG-TERM CREDITS FOR PURCHASES OF FRENCH CAPITAL GOODS.

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SINCE EASTERN EUROPE HAS BEEN RELATIVELY UNAFFECTED BY THE ECONOMIC RECESSION AFFLICTING THE DEVELOPED ECONOMIES, IT IS LIKELY THAT FRENCH EXPORT PROMOTION EFFORTS WILL BE INCREASINGLY DIRECTED TOWARD THESE MARKETS.

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